

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1-11, and ADD new claims 12-15, in accordance with the following:

1. (currently amended) An advertising method, using a web browser, comprising:  
~~detecting wherein, a moving state of a cursor on a display screen of the web browser is~~  
~~detected when a the web browser is activated to be being displayed;~~  
displaying, an advertising logo and/or phrase in an area of a command input box where  
at least one of a menu bar, a location bar, and/or a browser logo of the web browser are to be  
displayed is displayed at a portion above a text box when it is detected that the cursor is  
detected to not be positioned at in the area of a the command input box such as menu bar, tool  
bar, location bar, etc., and  
displaying at the menu bar, tool bar, and/or location bar in the area of the corresponding  
command input box, at which the cursor is located is displayed to receive a control signal from a  
user when it is detected that the cursor is detected to be placed at positioned in the area of the  
command input box one of the menu bar, tool bar, location bar, etc.

2. (currently amended) The advertising method using a web browser as claimed in ~~of~~  
~~claim 1, wherein, upon the a user of the web browser~~ subscribing to an advertisement agency, a  
period of time consumed ~~for using the web browser, with the an Internet connection,~~ is  
measured in such a manner that a ~~the web browser program~~ informs the advertisement agency  
of an ID for the user's ID and a the period of time consumed for using the web browser based  
on when the user initially uses the web browser to accesses the Internet connection and also  
~~notifies the agency of a point of time when the user completes use of the using of the web~~  
~~browser is finished to access the Internet connection,~~ and the advertisement agency  
accumulates the period of time consumed during which the user has used using the web browser  
~~while using the Internet to access the Internet connection to determine a~~ monthly pay an amount of  
~~money to be provided to the user, in proportion to the a total period of time used on the account~~  
~~of the user the user has accessed the Internet connection.~~

3. (currently amended) An advertising system, using a web browser, ~~which employs~~  
~~an~~comprising:

-a client PC;

-a server; and

~~an open~~ network connecting the client PC and the server ~~to each other~~,

wherein the client PC ~~has~~ comprises ~~at the~~ web browser which detects ~~the a~~ movement of a mouse-cursor displayed in a display screen on its a monitor of the client PC, and, when the cursor is located in a text box ~~thereof~~ of the web browser, the web browser displays an advertisement screen on in an area of the display screen where at least one of ~~the a~~ menu bar, tool bar, a location bar, and/or browser logo of the web browser are to be displayed, and logo thereof instead of displaying the at least one of the menu bar, tool bar, location bar, and/or browser logo.

4. (currently amended) An advertising system, using a web browser, ~~which employs~~  
~~an~~comprising:

-a client PC;

a server; and

~~an open~~ network connecting the client PC and the server ~~to each other~~, wherein the client PC ~~having~~ comprises ~~the a~~ web browser, connecting it ~~the client PC~~ to the ~~open~~ network; and

an auxiliary program, other than the web browser, which detects ~~the a~~ movement of a mouse-cursor displayed in a display screen on its a monitor of the client PC, and, when the cursor is located in a text box of the web browser, the auxiliary program controls the display of ~~displays an~~ advertisement in an area of the display screen where ~~on~~ at least one of ~~the a~~ menu bar, tool bar, location bar, and/or browser logo of the web browser are to be displayed, instead of displaying the at least one of the menu bar, tool bar, location bar, and/or browser logo and logo of the web browser.

5. (currently amended) The advertising system using ~~a web browser as claimed in of~~  
~~claim 3 or 4~~, wherein the server stores a plurality of advertisements ~~screens and transmits at~~  
least one a part of them advertisement to the client PC, for display as the advertisement, at the a  
request of the client PC or at predetermined time intervals.

6. (currently amended) The advertising system using ~~a web browser as claimed in~~ claim 3 or 4, wherein the advertisement ~~screen disappears~~ is not displayed, but the at least one of the menu bar, tool bar, location bar, and/or browser logo are displayed when the cursor is located in ~~moves to the area of the display screen where the portions other than a specific portion thereof~~ at least one of the menu bar, tool bar, location bar, and/or browser logo are to be displayed.

7. (currently amended) The advertising system using ~~a web browser as claimed in~~ claim 3 or 4, wherein ~~the~~ the browser logo is a unique symbol of a specific web browser producing company.

8. (currently amended) An advertising method using a web browser in a system, which employs ~~an~~ comprising a client PC, a server, and ~~an open~~ a network connecting the client PC and the server ~~to each other~~, the advertising method comprising:

~~an operation detecting step of detecting that whether the web browser is~~ has been activated in the client PC;

~~an advertisement display step of displaying an advertisement, in an area of a display screen of the browser for displaying at least one of a menu bar, a tool bar, a location bar, and/or a logo of the browser, screen on instead of the~~ at least one of a the menu bar, a the tool bar, a the location bar, and/or a the logo of the web browser when the web browser is being activated displayed and when a mouse cursor is detected to be positioned in a text box of the web browser, outside of the area of the display screen for displaying the at least one of the menu bar, the tool bar, the location bar, and/or the logo of the browser; and

~~a menu display step of displaying at least one of the menu bar, the tool bar, the location bar, and/or the logo of the web browser, instead of the advertisement, a menu screen not the advertisement screen when the web browser is being activated displayed and the mouse cursor is detected to be positioned in the area of the display screen for displaying the~~ at least of the menu bar, the tool bar, the location bar, and/or the logo of the web browser.

9. (currently amended) The advertising method using ~~a web browser as claimed in~~ claim 8, further comprising ~~an advertisement updating step of receiving the advertisement screen update from the server at the~~ a request of the client PC or at predetermined time intervals.

10. (currently amended) The advertising method ~~using a web browser as claimed in~~ claim 8 or 9, wherein the server checks a period of time consumed<sub>1</sub> for the client PC<sub>1</sub> ~~to for use of~~ the web browser to pay an amount of money to a user of the client PC<sub>1</sub>, in proportion to the checked consumed period of time ~~to a user of the client PC~~.

11. (currently amended) The advertising method ~~using a web browser as claimed in~~ claim 10, wherein the checked consumed period of time corresponds to the a duration for which the advertisement ~~screen~~ is displayed on the web browser.

12. (new) The advertising system of claim 4, wherein the server stores a plurality of advertisements and transmits at least one advertisement to the client PC, for display as the advertisement, at a request of the client PC or at predetermined time intervals.

13. (new) The advertising system of claim 4, wherein the advertisement is not displayed, but the at least one of the menu bar, tool bar, location bar, and/or browser logo are displayed when the cursor is located in the area of the display screen where the at least one of the menu bar, tool bar, location bar, and/or browser logo are to be displayed.

14. (new) The advertising system of claim 4, wherein the browser logo is a unique symbol of a specific web browser producing company.

15. (new) The advertising method of claim 9, wherein the server checks a period of time consumed, for the client PC, for use of the web browser to pay an amount of money to a user of the client PC, in proportion to the checked consumed period of time.